**Orders** 

Order / Rev:

105163

Alt Order #:

06838638

Product Desc:

NRCC IE 2012

Estimate:

2958

Flight Dates:

09/28/12 - 10/04/12 08/06/12 / 10/02/12

Original Date / Rev:

Order Type:

**GENERAL** 



Primary AE:

Amy McCreary

Sales Office:

Sales Region:

BLPHI

National

Agency

Name:

National Media, Inc.

**Buying Contact:** 

Billing Contact:

815 Slaters Ln.

Alexandria, VA 22314

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Broadcast EOM/EOC

00:05:00

15%

Cash

Advertiser

Name:

Priority:

Demographic: Product Codes: A35+

PLI2 SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
08/27/12	09/30/12	52	\$55,550.00	\$47,217.50		
10/01/12	10/04/12	98	\$97,600.00	\$82,960.00		

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	52	\$55,550.00	\$47,217.50	0,00
October 2012	98	\$97,600.00	\$82,960.00	0.00
Totals	150	\$153,150,00	\$130,177,50	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	37%	\$153,150.00
Market	100%	\$413,918.92

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KLAS	22%	\$91,062.16		
KLVX	0%	\$0.00		
KSNV-	0%	\$0.00		
KTNV	15%	\$62,087.84		
KTUD	0%	\$0.00		
KVVU	22%	\$91,062.16		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	4%	\$16,556.76		

Ln (	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 k	KSNV	09/28/12	09/28/12	M-F 5-6a WakeUp w M-F 5-6a WakeUp v	-	5-6a	F	:30	2	\$325.001	MM 00,0	2	\$65 <b>0</b> .00
N	IEWS <u>Star</u>	t Date E	End Date	·	pots/Week	Rate	Rating						

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KSNV

Order / Rev: Alt Order #:

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105163

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09/28/12 - 10/04/12

Advertiser:

NRCC-IE

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NRCC IE 2012

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2958

Ch Start End Inventory Code Break Start/End Time Days Len Spots Rtg Type Spots Ln Rate Pri Amount \$325.001 E 1 KSNV 09/28/12 09/28/12 M-F 5-6a WakeUp w/WaQM 5-6a :30 0.00 NM \$650.00 2 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating --F--09/30/12 Week: 09/24/12 \$325.00 0.00 KSNV 10/01/12 10/04/12 M-F 5-6a WakeUp w/Wa@M 5-6a MTWT---:30 \$450.001 0.00 NM 8 \$3,600.00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 MTWT--\$450.00 0.00 KSNV 09/28/12 09/28/12 M-F 6-7a WakeUp w/WaQM 6-7a ---F--:30 2 \$1,000.001 0.00 NM \$2,000.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating ----F--Week: 09/24/12 09/30/12 2 \$1,000.00 0.00 KSNV 10/01/12 10/04/12 M-F 6-7a WakeUp w/WaQM MTWT---:30 8 \$1,000,001 0.00 NM \$8,000.00 Я M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating MTWT - - -8 \$1,000.00 Week: 10/01/12 10/07/12 0.00 KSNV 10/01/12 10/04/12 **Today Show** CM 658a-9am MTWT---:30 8 \$1,500.001 0.00 NM \$12,000.00 **Today Show TODAY SHOW** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 MTWT---8 \$1,500.00 0.00 E 6 KSNV 09/28/12 09/28/12 ----F--**Today Show** CM 658a-9am :30 2 \$1,500.001 0.00 NM \$3,000.00 **Today Show TODAY SHOW** Start Date **End Date** Weekdays Spots/Week Rate Rating ---F--Week: 09/24/12 09/30/12 2 \$1,500.00 0.00 News 3 Sunrise - SUND&M E 9 KSNV 09/30/12 09/30/12 6a-7a ----S :30 \$325,001 0.00 NM 2 \$650.00 News 3 Sunrise SUNDAY **NEWS** Spots/Week Start Date **End Date Weekdays** Rating <u>Rate</u> \$325.00 Week: 09/24/12 09/30/12 ----5 0.00 E 10 KSNV 09/30/12 09/30/12 Sunday Today CM 7a-8am ----s :30 \$625.001 MN 00.0 2 \$1,250.00 Sunday Today SUN TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 ----5 \$625.00 0.00 E 11 KSNV 09/28/12 09/28/12 M-F Today Show II 3rd H0M 9-10a ----F--:30 \$750.001 0.00 NM 2 \$1,500.00 M-F Today Show II TODAY SHOW II End Date Weekdays Spots/Week Rating Start Date Rate --F--\$750.00 Week; 09/24/12 09/30/12 0.00 E 12 KSNV 10/01/12 10/04/12 M-F Today Show II 3rd HCM 9-10a \$750.001 MTWT---:30 0.00 NM 8 \$6,000.00 M-F Today Show II TODAY SHOW II Start Date End Date Weekdays Spots/Week Rate Rating MTWT---Week: 10/01/12 10/07/12 \$750.00 0.00 M-F Today Show III 4th IBM E 13 KSNV 10/01/12 10/04/12 10am-11am MTWT---:30 8 \$325.001 0.00 NM 8 \$2,600.00 Today 4th Hour TODAY SHOW III Start Date **End Date** Weekdays Spots/Week Rate Rating MTWT---Week: 10/01/12 10/07/12 8 \$325.00 0.00 E 14 KSNV 09/28/12 09/28/12 M-F Today Show III 4th IBM 10am-11am :30 \$325.001 0.00 NM \$650.00 2 Today 4th Hour **TODAY SHOW III** Weekdays Spots/Week Rating Start Date **End Date** Rate Week: 09/24/12 09/30/12 \$325.00 0.00 CM \$325.001 E15 KSNV 10/01/12 10/04/12 11am-12pm MTWT---:30 8 0.00 NM 8 \$2,600.00

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Product Desc:

NRCC IE 2012

Flight Dates:

09/28/12 - 10/04/12

Estimate:

2958

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	(S	Rate Pfi	Rtg Type S	spots	Amount
RACHE	L RAY		Rachael Ray									
<u>Sta</u> Week: 10/	<u>rt Date</u> 01/12	End Date 10/07/12	<u>Weekdays</u> MTWT	Spots/Week 8	<u>Rate</u> \$325.00	Rating 0.00						
		2 09/28/12	Rachael Ray Rachael Ray	СМ	11am-12pm		:30	2	\$325.001	0.00 NM	2	\$650.00
RACHE <u>Sta</u> Week: 09/	rt Date	End Date 09/30/12	Weekdays	Spots/Week	<u>Rate</u> \$325.00	Rating 0.00						
E 17 KSNV			Golf Golf	СМ	4a-8pm	SS	:30	8	\$700.001	0.00 NM	8	\$5,600.00
<u>Sta</u>	CUP 2X	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/ E 20 KSNV		09/30/12 2 09/28/12	SS M-F Early News M-F Early News	<u>8</u> СМ	\$700.00 5-630p	0.00	:30	3	\$1,000.001	0.00 NM	3	\$3,000.0
NEWS <u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/ E 21 KSNV		09/30/12 2 10/04/12	M-F Early News	CM	\$1,000.00 5-630p	0.00 MTWT	:30	12	\$1,200.001	0.00 NM	12	\$14,400.0
NEWS :	3X/DAY	End Date	M-F Early News Weekdays	Spots/Week	Rate	Rating					•	
Week: 10/ E 22 KSNV	01/12	10/07/12	MTWT	12	\$1,200.00 5pm-630pm	0.00	:30	3	\$650.001	0.00 NM	3	\$1,950.0
NEWS			Sa-Su Early New	S								, .,
Week: 09/		End Date 09/30/12	Weekdays S-	Spots/Week 3	<u>Rate</u> \$650.00	Rating 0.00						
	09/28/1 RDY/WH		M-F Jeop/Wheel M-F Jeopardy/Wl	CM heel of Fortune	630-730pm э	•• •• •• Fine •	· :30	2	\$1,000.001	0.00 NM	2	\$2,000.0
	rt Date	End Date 09/30/12	Weekdays F	Spots/Week 2	<u>Rate</u> \$1,000.00	<u>Rating</u> 0.00						
			M-F Jeop/Wheel M-F Jeopardy/Wl	CM heel of Fortune	630-730pm e	MTWT~~~	- :30	8	\$1,300.001	0.00 NM	8	\$10,400.0
<u>Sta</u> Week; 10/	RDY/WH ort Date 01/12 Date Ra	End Date 10/07/12	<u>Weekdays</u> MTWT escription		<u>Rate</u> \$1,300.00 /End Time	Rating 0.00	<u>Weekdays</u>	Ler	ngth Rate	Rtg Type		
Sec	e MG 24.	9,24.10	1-F Jeop/Wheel	630-	730pm		MTWTh	-	:30(\$1,300.00)			
7 KSNV	A DBATE ' 10/01/1: e MG 24:	2-10/07/12 N	1-F Jeop/Wheel	630-	730pm		MTWTh	-	:30(\$1,300.00)	0.00 <i>NM</i>		
9 KSNV (f) MG	6 for 24.7	2-10/03/12 \$ ',24.3	IGN ON-SIGN OF	F 5a-4	59a (9	9;30 PM-10;30	W	-	:30 \$1,300.00	0.00 <b>NM</b>		
10 KSNV ∰ MG	V CODE 7 10/03/1: € for 24.7 V CODE	- 2-10/03/12 S ′,24.3	ign on-sign of	F 5a-4	59a (9	9:30 PM-10:30	W	_	:30 \$1,300.00	0.00 NMi		
E 25 KSNV	09/28/1		FacetoFace/Ralsi Face to Face w/		730-758pm	F	- :30	1	\$800.001	0.00 NM	1	\$800.0
J RALS	TON irt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Sta Week: 09/		09/30/12	F	4	\$800.00	0,00				_		

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NRCC IE 2012

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2958

Ln Ch Start End Inventory Code Break Start/End Time Days Rtg Type Spots Len Spots Rate Pri Amount E 26 KSNV 10/01/12 10/04/12 FacetoFace/Ralston Rep@M 730-758pm MT-T----30 \$900.001 0.00 NM \$3,600.00 Face to Face w/ J.Ralston J RALSTON Start Date End Date Weekdays Spots/Week Rate Rating MT--T---Week: 10/01/12 10/07/12 0.00 \$900.00 E 27 KSNV 10/01/12 10/01/12 Mon PR 8-10p CM 8-10pm M-----:30 \$4,000,001 0.00 NM \$4,000.00 Monday Prime 8-10pm THE VOICE Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 \$4,000.00 0.00 E 28 KSNV 10/01/12 10/01/12 Mon PR 10-11p CM 10-11pm M----:30 1 \$3,200.001 0.00 NM \$3,200.00 Monday Prime 10-11pm REVOLUTION Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$3,200.00 0.00 E 29 KSNV 10/02/12 10/02/12 Tues PR 8-9p 0.00 NM CM 8-9pm :30 2 \$4,000.001 \$8,000.00 Tuesday Prime 8-9pm THE VOICE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 2 \$4,000.00 0.00 E 30 KSNV 10/03/12 10/03/12 SIGN ON-SIGN OFF CM 5a-459a :30 1 \$3,200,001 0.00 NM \$3,200.00 (10:00 PM-11:00 PM) CHICAGO FIRE Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 10/01/12 10/07/12 \$3,200.00 0.00 1 E31 KSNV 09/28/12 09/28/12 Fri PR 9-10p СМ ---F--:30 9-10pm 1 \$2,600.001 0.00 NM \$2,600.00 Friday Prime 9-10pm **GRIMM** Start Date End Date Spots/Week Rate Rating **Weekdays** Week: 09/24/12 09/30/12 ----F--\$2,600.00 0.00 E 32 KSNV 09/30/12 09/30/12 NFL Pre-Game / FNA CM 1p-530pm :30 1 \$2,400.001 0.00 NM ----5 \$2,400.00 NFL Pre-Game FTBL NIGHT IN AMERICA Spots/Week Start Date End Date Weekdays Rating Rate 09/30/12 ---S \$2,400.00 Week: 09/24/12 0.00 E 33 KSNV 09/30/12 09/30/12 NFL Football CM 1P-9PM :30 1 \$10,000.001 0.00 NM \$10,000.00 NFL Football SUN NIGHT FTBL Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 1\$10,000.00 0.00 E34 KSNV 09/30/12 09/30/12 News 3 Live in Prime CM ----5 .30 2 \$1,800.001 0.00 NM 7-10pm 2 \$3,600.00 News 3 in Prime **NEWS** Spots/Week Start Date End Date Weekdays Rate Rating Week: 09/24/12 09/30/12 2 \$1,800.00 0.00 E 35 KSNV 09/28/12 09/28/12 M-F News 3 at Eleven CM 11pm-1135pm :30 1 \$1,100.001 0.00 NM \$1,100.00 M-F News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rating Rate 1 \$1,100.00 09/30/12 0.00 Week: 09/24/12 E 36 KSNV 10/01/12 10/04/12 M-F News 3 at Eleven 11pm-1135pm :30 4 \$1,200.001 0.00 NM \$4,800.00 M-F News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Rating Rate MTWT---Week; 10/01/12 10/07/12 4 \$1,200.00 E 37 KSNV 09/29/12 09/30/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----SS :30 4 \$1,100.001 0.00 NM \$4,400.00 Sa-Su News 3 at Eleven **NEWS 2X/DAY** Spots/Week Rating Start Date **End Date Weekdays** Rate Week: 09/24/12 09/30/12 4 \$1,100.00 0.00E38 KSNV 09/28/12 09/28/12 CM 1135p-1237a :30 \$750.001 0.00 NM \$1,500.00

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**KSNV** 

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Break Start/End Time Ln Ch Start End Inventory Code Davs Len Spots Rate Pri Rtg Type Spots Amount The Tonight Show **Toniaht Show TONIGHT SHOW** Start Date End Date Weekdays Spots/Week Rate Rating \_\_\_\_F--Week: 09/24/12 09/30/12 \$750.00 0.00 E 39 KSNV 10/01/12 10/04/12 The Tonight Show CM \$750.001 1135p-1237a :30 0.00 NM 8 \$6,000.00 MTWT---**Tonight Show TONIGHT SHOW** Spots/Week Start Date End Date Weekdays Rate Rating MTWT---10/07/12 \$750.00 Week: 10/01/12 0.00 Late Night w/Fallon E 40 KSNV 09/28/12 09/28/12 СМ \$225.001 1237a-136am ----F--:30 2 0.00 NM 2 \$450.00 Late Night w/Fallon **FALLON** End Date Weekdays Spots/Week Start Date Rate Rating Week: 09/24/12 09/30/12 ----F--\$225.00 0.00 E41 KSNV 10/01/12 10/04/12 Late Night w/Fallon CM 1237a-136am MTWT---:30 \$250,001 0.00 NM \$2,000.00 Late Night w/Fallon **FALLON** End Date Weekdays Spots/Week Rating Start Date Rate 10/07/12 MTWT---\$250.00 0.00 Week: 10/01/12 E 42 KSNV 09/29/12 09/29/12 Saturday Night Live 1130pm-1:02am 0.00 NM CM ----S-:30 3 \$1,400.001 3 \$4,200.00 Saturday Night Live SNL **End Date** Weekdays Spots/Week Rating Start Date Rate 09/30/12 ----S-3 \$1,400.00 Week: 09/24/12 0.00 E 43 KSNV 09/30/12 09/30/12 Jeopardy in PRIME M-SA 8-11p / SUN-----S 1 \$1,200.001 0.00 NM \$1,200.00 CM :30 Jeopardy in Prime **JEOPARDY** End Date Weekdays Spots/Week Rate Rating Start Date 09/30/12 ----S Week: 09/24/12 1 \$1,200.00 0.00 E 44 KSNV 09/30/12 09/30/12 Sports Night in Las VegaGM Sun 1135p-1200a -----S :30 \$400.001 0.00 NM \$400.00 Sports Night in Las Vegas SPORTS NIGHT Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 ----S \$400.00 0.00 N 45 KSNV 09/29/12 09/29/12 Sat PR 9-10p CM 9-10pm -----:30 1 \$1,500.001 0.00 NM O. \$0.00 Saturday Prime 9-10pm Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/24/12 09/30/12 ----S-1 \$1,500.00 0.00 Start/End Time Ch Date Range **Description Weekdays** <u>Length</u> Rate Rtg Type 1 KSNV 09/24/12-09/30/12 Sat PR 9-10p 9-10pm -----Sa--:30<del>(\$1,500.00)</del> 0.00 NM Unresolved [TRY TO MG] N 46 KSNV 10/04/12 10/04/12 Thurs PR 9-10p 9-10pm ---T---:30 1 \$3,200.001 0.00 NM \$3,200.00 Thursday Prime 9-10pm Weekdays Start Date End Date Spots/Week Rate Rating ----Week: 10/01/12 10/07/12 \$3,200.00 0.00 Totals 150 \$153,150.00